



The Halo Effect: Key Findings

- Three in four listeners (75%) say that their opinion of a company is more positive when they learn that it sponsors public radio.
- 85% of listeners have taken direct action based on past sponsorship credits.
- When price and quality are equal, two-thirds of listeners agree they prefer to do business with public radio sponsors.
- 59% of listeners say they pay attention to underwriting messages
- 84% of listeners agreed that “there are too many advertisements on commercial radio these days,”
- Two in three believe the social and cultural values of sponsors usually fit closely with their own values.

Methodology:

Knowledge Network conducted the survey the fall of 2010 among 1,601 respondents (600 public radio listeners and 1,000 non public radio listeners). The respondents were between the ages of 25 and 70, who listen to the radio at least three times a week for at least 30 minutes a day.